

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR A
HEALTH AND PERSONAL CARE PRODUCTS NETWORK-BASED SUPPLY
CHAIN MANAGEMENT FRAMEWORK**

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ABSTRACT

A system, method and computer program product are disclosed for managing a health and personal care products supply chain utilizing a network. A network is utilized to receive data from a plurality of health and personal care products outlets of a health and personal care products supply chain in which the data relates to the sale of health and personal care products by the health and personal care products outlets. An electronic order form is generated based on the data for ordering health and personal care products from a health and personal care products distributor of the health and personal care products supply chain. The data is transmitted via the network to the health and personal care products distributor of the health and personal care products supply chain. The data is also transmitted to a health and personal care products supplier of the health and personal care products supply chain utilizing the network. Additionally, activity in the health and personal care products supply chain is forecast utilizing the data.